			AGENDA I	тем Е	EXECU	TIVE S	UMMA	RY	
	,	Title:	Funding Agr Partnership (Charles	
ST. CHARLES		Presenter:	Chris Minick						
Please check app	ropria	te box:							
Governme					Gove	ernment	Service	S	
Planning &	& Dev	elopment	,	X	City	Council	(05/02/	2011)	
Public He	aring		12						
	14.								
Estimated Cost:	\$240	0,000		Budg	eted:	YES	X	NO	
Executive Summ	ary:								
Attached is the formula of \$240,0 Committee Meet This agreement was goals of the DSC	000 is on the control of the control	consistent w April 18, 20 rmalize the t	ith the amounts)11. erms and condi	discus	sed at	the Gov	ernmer	it Operat	ions
Attachments: (pl	ease li	st)							
Proposed	Fundi	ing Agreeme	ent 2011-2012						
Recommendation	ı / Sug	gested Actio	on (briefly explai	n):					
Staff recommend Charles Partners						nent for	the Dov	vntown S	t.

Agenda Item Number: IIA9

For office use only:

AGREEMENT FOR SERVICES

City of St. Charles and Downtown St. Charles Partnership, Inc.

WHEREAS, the City of St. Charles, hereinafter referred to as "the City," is desirous of preserving and revitalizing its central business district through planning, development and redevelopment; and,

WHEREAS, Sections 11-74.3-1 through 11-74.3-3 of the Illinois Municipal Code (65 ILCS 5/11-74.3-1 through 11-74.3-3) authorize municipalities to exercise certain powers with respect to business district development and redevelopment; and,

WHEREAS, Section 11-71-1. through 11-71-12. of the Illinois Municipal Code (65 ILCS 5/11-71-1. through 11-71-12.) authorize municipalities to exercise certain powers with respect to off-street parking; and,

WHEREAS, Sections 11-12-4. and 11-12-5. through 11-12-12. of the Illinois Municipal Code (65 ILCS 5/11-12-4. and 11-12-5. through 11-12-12.) authorize municipalities to exercise certain powers with respect to planning; and,

WHEREAS, the City of St. Charles is a home rule unit as provided in the 1970 Illinois Constitution (Art. VII, Sec. 6), and this agreement is an exercise of its powers and performance of its functions pertaining to its government and affairs; and

WHEREAS, Ordinance No. 1993-M-63 established Special Service Area No. 1B (Downtown Revitalization); and

WHEREAS, the Downtown St. Charles Partnership, Inc., an Illinois not-for-profit corporation (hereinafter referred to as "the Partnership") can provide those services desired by the City and is willing to do so to help foster the advancement of civic pride in the history and benefits of downtown St. Charles.

NOW THEREFORE, IT IS HEREBY AGREED AS FOLLOWS:

- I. In consideration of the premises, terms and conditions set forth, the Partnership shall devote sufficient energies for the provision of services for the business district commonly known as downtown St. Charles, consisting of the area legally described in Exhibit "A" attached hereto (also known as Special Service Area No. 1B) and any other areas designated by the City, which services shall include but not be limited to, the following:
 - A. Develop and manage a business retention and recruitment plan for downtown St. Charles;

- B. Develop and coordinate downtown marketing and promotional activities, including, but not limited to:
 - 1) celebratory events,
 - 2) retail events,
 - 3) cooperative advertising, and
 - 4) market surveys;
- C. Implement educational and "how to" workshops beneficial to downtown merchants, property owners and the general public;
- Develop plans for capital improvement projects and submit supporting rationale for funding consideration on an annual basis to the City;
- E. Purchase, construct, maintain and/or enhance public improvements including landscaping, pedestrian amenities, unique lighting, signage, public art, and similar enhancements above the minimum normally provided by the City; and
- F. Maintain and staff a full service office dedicated to preserve, revitalize and promote economic development in downtown St. Charles.

II. In consideration of the foregoing services provided by the Partnership, the City agrees to pay to the Partnership 100% of the Special Service Area 1B property tax receipts, excluding Tax Increment Financing property tax proceeds, or \$240,000.00 whichever is less, for the period beginning May 1, 2011, and ending April 30, 2012. Payment shall be made on a monthly basis starting May 1, 2011.

III. The Partnership will not enter into any relationship, contractual or otherwise, which will subject the City to any liability. The Partnership is an independent contractor employed by the City to provide consulting and planning services with respect to the revitalization of downtown St. Charles, and has no authority to bind the City in any matter. The Partnership further agrees to indemnify and hold the City harmless from any and all liability, losses or damages, including reasonable attorney fees, arising from the execution or implementation of this agreement.

IV. It is in the best interest of the City and the Partnership to ensure that good faith efforts be made to share and communicate relevant information in a timely and effective/efficient manner, and work together to accomplish our common and mutual goals.

V. In furtherance of the common goals and mission of the City and the Partnership, performance measures shall be established annually to measure the outcomes pursuant to this agreement. Those performance measures are attached hereto as Exhibit A and outlined as the Partnership's 2011 goals. As part of its annual presentation to the City, the Partnership shall report on the status of each of the measures.

VI. The Partnership shall maintain records of all of its activities for the period of at least seven years, which records shall upon request be subject to inspection and copying by the City or its designated agent at the City's sole expense at any reasonable time or times during the operation of this agreement and for a period of three years thereafter.

VII. This agreement shall terminate on April 30, 2012, and the consideration therefor may be renewed by a written instrument executed by both parties.

VIII. The Partnership shall provide City with a monthly financial report including a profit and loss statement, along with an annual balance sheet. The current profit and loss statement shall be provided to the City within thirty (30) days after the end of the month for which the statement is prepared.

IX. The Partnership shall comply with the terms and conditions of the City's Policy Regarding Funding for External Agencies, as it exists on May 1, 2011.

X. Upon termination of this agreement, any funds paid to the Partnership and not used or otherwise subject to pending contract requirements of the Partnership shall be returned to the City.

XI. In addition to all other remedies available, in the event of a default by either party under this agreement, the other party may elect to terminate the agreement by serving ten-day written notice upon the other party.

XII. This agreement can be amended by mutual consent.

XIII. Any amendment to this agreement shall be effective only if evidenced by a written instrument executed by the parties hereto.

XIV. The foregoing is the entire agreement made by and between the parties hereto and has been examined by each of the said parties.

IN WITNESS WHEREOF, the undersigned have hereto set their hands and seals this ______day of May, 2011.

DOWNTOWN ST. CHARLES
PARTNERSHIP, INC.

CITY OF ST. CHARLES

By	
President	Mayor
Attest	
1700///1909/00/00	

DSCP Action Plans	Stakeholder Group	Metric	2010 Actual	2011.Goal
Economic Restructuring Committee				
Business Recruitment and Retention				
	Property Owners	# of recruitment brochures distributed to prospects on business recruitment trips and	Greated a new business recruitment brochure and gathered additional reports/documents to aid in business	Distribute 500 brochures to business prospects, property owners and commercial realtors.
		via targeted mailings and other outreach efforts	recruitment, e.g. Updated Community Profile, Gap Report and Buying Power	
			Report. Distributed 500 brochures to prospects, property owners and	
		# of business prospects		125
		generated via business		
		recruitment trips.		
	Business	# of available retail spaces vs. #	Commercial realtors called DSCP	172 total spaces, 154 occupied
	Owners	of occupied retail spaces in SSA	Executive Director to meet with	spaces (actual as of 3/18/2011).
		18	prospective downtown business	
			owners to explain services/programs	
			available and generally to sell downtown STC.	
		# of awning grants made	4 grants were made totaling \$7,495	6-8 grants
		# of business development	10 seminars, 125 attendees.	6 seminars, 180 attendees.
		breakfasts and total attendance		Implement new format in 2011.
*Financial				
)	% growth of equalized assessed value of SSA 18 fexchiding	Forthcoming from COSC Economic Develonment Denartment	Track and report.
		properties that are		
		disconnecting from the SSA or		
		those that are currently or		
		become tax exempt) as		

.

DSCP Action Plans	Stakeholder Group	Metric	2010 Actual	2011 Goal
		# of employees in service	N/A	747 service employees in SSA 1B as
		businesses in the SSA 1B		of 4/5/2011.
	Property	Dollar value of building activity	\$1,681,005 spent on building	Track and report.
	Owners	(permits issued) within SSA 1B	improvements, \$216,534 spent on	
			signage improvements.	

*Many factors contribute to economic activity in the downtown, including some that are not within the control of the DSCP. Regional or national economic trends also may impact these measures.

Marketing & Promotions Ebits finesses 4 bit businesses ruining adisin 50 unique downfrown businesses 60 downfrown businesses utilizing Committee DSCP e-newsletter and other co-op avertifising opportunities 4 of merchants participating in post and promotions 50 participants (3 events) 75+ participants Copp avertifising promotions 4 of merchants participating in and fine Art Show 37 merchants and 34 community 50 merchants and 35 community Experimental promotions 4 of merchants participating in and fine Art Show 4 of merchants participating in and fine Art Show 4 of merchants participating in and fine and for events 50 merchants and 35 community Coordinated through DSCP promotional opportunities and/or events 4 of merchants participating in an opportunities and/or events 4 of merchants participating in an opportunities and/or events 50 Coordinated through DSCP office 4 of new pieces of rollateral developed by DSCP to support developed by DSCP for support and an opportunities and DSCP e-newsletter featuring and percent and promotion and percent and an opportunities and DSCP e-newsletter featuring and percent and percent and percent and percent percent and percent and percent percent and percent percent and percent percent percent and percent per	DSCP Action Plans Stakeholder Group	lder Metric	2010 Actual	2011 Goal
# of businesses running ads in DSCP e-newsletter and other co-op advertising opportunities # of merchants participating in DSCP retail promotions # of merchants participating in DSCP retail promotions # of merchants participating in DSCP downtown celebratory events - Holiday Homecoming and Fine Art Show # of merchants participating in non-DSCP promotional opportunities and/or events coordinated through DSCP office # of new pieces of rhew collateral developed by DSCP to support downtown events and shopping/dining # of subscribers receiving DSCP e-newsletter featuring # of enewsletter featuring # of pen rate of DSCP e-newsletter and click thrus on merchant ads Open rate of DSCP e-newsletter average is and click thrus on merchant average is 12.3%)	& Promotions			
DSCP e-newsletter and other co-op advertising opportunities # of merchants participating in DSCP retail promotions # of merchants participating in DSCP retail promotions # of merchants participating in DSCP downtrown celebratory events — Holiday Homecoming and Fine Art Show # of merchants participating in non-DSCP promotional opportunities and/or events coordinated through DSCP office # of pieces of new collateral developed by DSCP # of new pieces of collateral developed by DSCP to support downtrown events and shopping/dining # of subscribers receiving DSCP e-newsletter featuring merchant ads	Business		50 unique downtown businesses	60 downtown businesses utilizing
to-op advertising opportunities # of merchants participating in DSCP retail promotions # of merchants participating in DSCP downtrown celebratory events — Holiday Homecoming and Fine Art Show # of merchants participating in non-DSCP promotional opportunities and/or events coordinated through DSCP office # of pieces of new collateral developed by DSCP # of new pieces of collateral developed by DSCP to support downtrown events and shopping/dining # of subscribers receiving DSCP e-newsletter featuring merchant ads Open rate of DSCP e-newsletter 22.4% open rate (industry average is and click thrus on merchant average is 12.3%) # of merchant ads Coordinated through DSCP e-newsletter 22.4% open rate (industry average is and click thrus on merchant average is 12.3%)	Owners	DSCP e-newsletter and other	utilized display ad space.	display ad space.
retail promotions erchants participating in activities and sationations and von-profits. Section of the Art Show erchants and/or events and for events and for events and for events and by DSCP to support own events and ing/dining and and and are of DSCP and a settler featuring and and a series of collateral and		co-op advertising opportunities		
retail promotions archants participating in downtown celebratory organizations and non-profits. b Holiday Homecoming organizations and non-profits. c Holiday Homecoming one Art Show erchants participating in acted through DSCP bromotional tunities and/or events nated through DSCP eces of new collateral own events and ing/dining by DSCP to support own events and ing/dining ant ads ant ads arte of DSCP e-newsletter 22.4% open rate (industry average is ck thrus on merchant average is 12.3%)		# of merchants participating in	86 participants (3 events)	75+ participants
as merchants and 34 community downtown celebratory s – Holiday Homecoming erchants participating in erchants participating in erchants participating in SCP promotional tunities and/or events nated through DSCP eces of new collateral pped by DSCP to support own events and ing/dining ant ads ck thrus on merchant average is 22.4% open rate (industry average is ck thrus on merchant average is 12.3%)	Adding the second section and the second section is a second section of the second section sec	DSCP retail promotions		
downtown celebratory organizations and non-profits. In Art Show erchants participating in At SCP promotional tunities and/or events nated through DSCP eces of new collateral typed by DSCP to support own events and ing/dining sheater featuring ant ads State of DSCP enewsletter 22.4% open rate (industry average is ck thrus on merchant average is 11.3%)		#of merchants participating in	37 merchants and 34 community	50 merchants and 35 community
ne Art Show erchants participating in 41 SCP promotional tunities and/or events nated through DSCP eces of new collateral sw pieces of collateral sw p		DSCP downtown celebratory	organizations and non-profits.	organizations and non-profits.
ne Art Show erchants participating in SCP promotional tunities and/or events nated through DSCP eces of new collateral sped by DSCP w pieces of collateral sped by DSCP to support own events and ing/dining sherifers/receiving DSCP 2748 ant ads ck thrus on merchant naverage is 22.4% open rate (industry average is ck thrus on merchant average is 12.3%)		events – Holiday Homecoming		
erchants participating in 41 SCP promotional tunities and/or events nated through DSCP eces of new collateral the ped by DSCP to support own events and ing/dining shear featuring ant ads she of DSCP e-newsletter 22.4% open rate (industry average is ck thrus on merchant 20%), 24.4% click thru rate (industry average is average is 12.3%)		and Fine Art Show		
SCP promotional tunities and/or events nated through DSCP eces of new collateral sped by DSCP w pieces of collateral sped by DSCP to support own events and ing/dining bscribers receiving DSCP sletter featuring ant ads art ads ck thrus on merchant naverage is 22.4% open rate (industry average is 20%), 24.4% click thru rate (industry next average is 22.3%)		# of merchants participating in	4.1	50
tunities and/or events nated through DSCP eces of new collateral pped by DSCP to support own events and ing/dining biscribers receiving DSCP ant ads ant ads ck thrus on merchant nate of DSCP e-newsletter ck thrus on merchant nate of DSCP e-newsletter 22.4% open rate (industry average is average is 12.3%)		non-DSCP promotional		
eces of new collateral sped by DSCP w pieces of collateral w pieces of collateral w pieces of collateral w ped by DSCP w		opportunities and/or events		
eces of new collateral 4 ped by DSCP w pieces of collateral 18 ped by DSCP to support own events and ing/dining bscribers receiving DSCP 2748 sletter featuring ant ads are of DSCP e-newsletter 22.4% open rate (industry average is ck thrus on merchant 20%), 24.4% click thru rate (industry nks average is 12.3%)		coordinated through DSCP		
18 27.48 22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		Office		
18 2748 22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		# of pieces of new collateral	4	4
27.48 22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		developed by DSCP		
22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		# of new pieces of collateral	18	20
27.48 22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		developed by DSCP to support		
22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		downtown events and		
22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is average is 12.3%)		shopping/dining		
22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is 12.3%)		# of subscribers receiving DSCP	2748	3500+
22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is 12.3%)		e-newsletter featuring		
22.4% open rate (industry average is 20%), 24.4% click thru rate (industry average is 12.3%)		merchant ads		
20%), 24.4% click thru rate (industry average is 12.3%)		Open rate of DSCP e-newsletter	22.4% open rate (industry average is	23% open rate, 25% click thru rate.
		and click thrus on merchant	20%), 24.4% click thru rate (industry	
		Web links	average is 12.3%)	

				~ .
DSCP Action Plans	Stakeholder Group	Metric	2010 Actual	2011 Goal
Organization Committee			The state of the s	
Surveys	のないないのできない。			· · · · · · · · · · · · · · · · · · ·
	Property Owners	Survey of property owners once every two years to guide DSCP Action Plans and gauge satisfaction level	N/A	Planned for early December 2011.
		# of comments received via comment cards/e-polls/e-	N/A	Track and report.
The state of the s		opinions		
	Business	Survey of business owners once	Completed survey.	Develop short- and long-range
	Owners	every two years to guide DSCP Action Plans and gauge		programs and projects to address needs of business owners.
	The state of the s	satisfaction level		
	Residents	, Ši	N/A	Planned for Fall 2011. Compare
		residents to gather feedback on their perceptions of downtown		results to 2009 survey.
		St. Charles		
		Intercept surveys at DSCP	Completed intercept survey for	Complete intercept surveys at retail
		events	Holiday Homecoming.	promotions and events for tracking and trending purposes.
Community Engagement				
	All	Attendance at Annual Meeting	115	125
		# of volunteers on DSCP Board	.001	110-115
		Talents matched with tasks of	See attached.	Track and report.
		DSCP Board of Directors and		
		Committees		en en treut en men en e
n come				
	Property	# of members (new and	140	155
	Owners,	renewals)		
	Owners,			
	Residents			

Business # of sponsors 17 Dwners Amount of In-kind donations \$118,132.36 Business Amount of In-kind donations \$118,132.36 Business Amount of In-kind donations \$118,132.36 Business # of dedicated/targeted 15 (13 communications to business communications sent to business commers, property Residents # of comments received via commers, City of St. Charles W/A Cost W/A Comment cards/e-polls/e-opinions N/A Annual Presentation to City Completed. Council Council Awards Received by DSCP for sevents/programs 3	# of sponsors Amount of in-kind donations Amount of in-kind donations # of dedicated/targeted	DSCP Action Plans	Stakeholder Group	Metric	2010 Actual	2011 Goal
Business Amount of in-kind donations \$118,132.36 Owners 4 of dedicated/targeted 5.118,132.36 Owners # of dedicated/targeted 15 (13 communications to business communications sent to business owners, property Residents # of comments received via comment cards/e-poils/e-opinions N/A N/A COSC Tri-annual meetings with City to discuss progress Completed Completed Annual Presentation to City Council Completed Completed Awards Received by DSCP for sents/programs 3	Business Amount of in-kind donations \$118,132.36 Owners # of dedicated/targeted 15 (13 communications to business communications sent to business communications sent to business communications sent to business commers. Gly Ost. Charles owners, Lto property cowners, 1 to property cowners, 1 to property cowners, 1 to business owners, property conserving comment cards/e-polls/e-comment cards/e-polls/e-comme		Business Owners	# of sponsars	17	15
Business # of dedicated/targeted Owners # of dedicated/targeted Communications sent to business communications sent to business owners, property owners, 1 to property owners, 1 to business owners, City of St. Charles owners, City of St. Charles N/A Residents # of comments received via comment cards/e-polls/e-opinions N/A COSC Tri-annual meetings with City to discuss progress Completed. Annual Presentation to City Council Completed. Council Awards Received by DSCP for sevents/programs	Business # of dedicated/targeted 15 (13 communications to business communications sent to business commers, property owners, 1 to property owners, 1 to business owners, city of St. Charles Residents # of comments received via comment cards/e-poils/e-opinions N/A COSC Tri-annual meetings with City to discuss progress Completed. Annual Presentation to City council Completed. Awards Received by DSCP for sevents/programs 3		Business Owners	Amount of In-kind donations	\$118,132,36	\$100,000#
# of dedicated/targeted 15 (13 communications to business communications sent to business owners, and business owners, property conners, and comments received via comment cards/e-poils/e-opinions Tri-annual meetings with city to completed. Council Awards Received by DSCP-for a events/programs	# of dedicated/targeted # of dedicated/targeted communications sent to business owners, property owners, City of St. Charles # of comments received via comment cards/e-polis/e- opinions Tri-annual meetings with City to Completed. Council Awards Received by DSCP for sevents/programs # of dedicated/targeted 15 (13 communications to DSC) OWNERS, 1 to property owners, 1 to COSC)	nmunication				
# of dedicated/targeted # of dedicated/targeted # of dedicated/targeted 1.5 (1.3 communications to business communications sent to business owners, property conners, 1 to property owners, 1 to	# of dedicated/targeted # of dedicated/targeted # of dedicated/targeted 15 (13 communications to business 20 communications sent to comperty owners, 1 to property owners, 1 to property owners, 1 to property owners, 1 to property owners, 1 to consider the comments received via comments received via comment cards/e-polls/e-comment cards/e-polls/e-comment cards/e-polls/e-completed. Tri-annual meetings with City to completed. Completed. Completed. Completed. Completed. Council Awards Received by DSCP-for Sevents/programs Sevents/program		Business Owners			
# of.comments received via Comment cards/e-poils/e-comment cards/e-poils/e-comment cards/e-poils/e-comment cards/e-poils/e-comment cards/e-poils/e-completed. Tri-annual meetings with City to Completed. Gound Presentation to City Completed. Council Council Awards Received by DSCP-for Sevents/programs	# of comments received via Comment cards/e-poils/e-comment cards/e-poils/e-comment cards/e-poils/e-comment cards/e-poils/e-comment cards/e-poils/e-completed. Tri-annual meetings with City to Completed. discuss prograss Annual Presentation to City Completed. Council Awards Received by DSCP-for sevents/programs events/programs			# of dedicated/targeted communications sent to business owners, property owners, City of St. Charles	15 (13 communications to business owners, 1 to property owners, 1 to COSC)	12-15
Tri-annual meetings with City to Completed. discuss progress Annual Presentation to City Council Awards Received by DSCP for events/programs	Tri-annual meetings with City to Completed. discuss progress Annual Presentation to City Council Awards Received: by DSCP for events/programs				N/A	Track and report once new Website is launched (July/August 2011).
Completed.	Completed.			 	Completed.	1 of 3 completed
				Annual Presentation to City Council	Completed.	April 18, 2011.
					S	Track and report.